

Outreach Strategies During COVID-19 Webinar

April 9, 2020

WebEx functionality

2



1) The **view icon** in the upper right corner changes your view in WebEx.

- **Tip:** Select the middle option so you can see who's speaking!

2) The **toolbar** on the left side of the screen allows you to zoom in and out to show a closer or farther out view of the PowerPoint presentation.

3) The **menu** at the bottom allows you to mute your line, open the participants and chat panels, and leave the event.

4) The **panels** on the right show participant information, chat, and polling (when in use). Use the arrow and x to open and close the panels.



Tip: To raise your hand, open the participant panel and click the hand icon in the lower right corner.

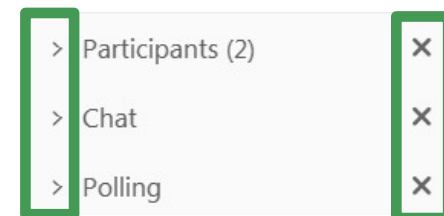
1



3



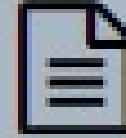
4



Closed Captioning for This Event



Live Captions



Transcript

Live Captions

- Provides closed captioning starting from the moment you click the link provided in WebEx Chat.

Transcript

- Provides the full transcript from the start of the call until the time you click the “Transcript” tab. You can save the transcript for yourself if you’d like a copy.

Save transcript:



Welcome!

SMPs

- Senior Medicare Patrol

SHIPs

- State Health Insurance Assistance Program

MIPPAs

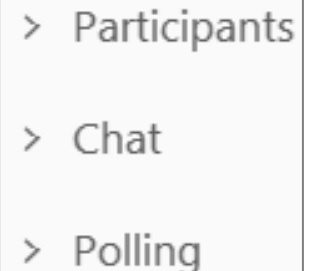
- Medicare Improvements for Patients and Providers Act



Poll: In which area(s) are you currently encountering challenges? (Select all that apply.)

- Providing outreach to beneficiaries
- Helping beneficiaries apply for benefits
- Working remotely/using technology
- Keeping volunteer workforce engaged
- Training remotely

When the polling has ended, click the arrow to re-open the Participants panel.



> Participants
> Chat
> Polling

Panelists: ACL and SMP/SHIP/MIPPA



**Marissa
Whitehouse**

Administration for
Community Living

**Travis
Trumitch**

Illinois SMP,
AgeOptions

**Jennifer
DiNicola**

Benefits
Enrollment
Center,
AgeOptions,
Illinois

**Judith
Bendersky**

Washington
SHIBA

Panelists: The Centers



Sue Choplin

**SHIP Technical Assistance
Center**



Ann Kayrish

**NCOA's Center for Benefits
Access**



Heather Flory

SMP Resource Center

Agenda

**ACL expectations
during COVID-19**

**SMP/SHIP/MIPPA
panelist
presentations**

**COVID-19
resources from
the Centers**

**Q&A session /
sharing of
COVID-19
strategies and
practices**

ACL Expectations During COVID-19

Marissa Whitehouse, ACL

ACL Expectations

Planned outreach activities and meetings

- CDC recommends reviewing your planned events, programs, and services to determine if you need to temporarily postpone or cancel anything.
- ACL encourages you to consult your state health departments and local published guidance to make these decisions.

Potential program impact

- Communicate openly with your ACL Project Officer about any impacts you are experiencing.
- ACL has extended SHIP/MIPPA reporting deadlines and will continue to monitor further program reporting deadlines as need for extension is identified.

ACL will continue to share information via listservs and acl.gov/COVID-19.



SMP/SHIP/MIPPA Panelist Presentations



Travis Trumitch,
Illinois SMP, AgeOptions

AgeOptions.

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Outreach Plan During COVID-19

- Canceled all outreach events throughout the state through May 31, 2020 for all SMP partners.
- Canceled SMP Volunteer Conference on May 8, 2020.
- Ask outreach event hosts to reschedule later this year and offered a webinar as well.



Webinar Series and Partnerships

- Offered 4-part SMP webinar series to all partners, beneficiaries, and Medicare professionals, not only in Illinois but also within the SMP network nationally.
- Partnered with Mather Lifeways to have national conference calls in May. We will be presenting in both English and Spanish.



Promotion of Webinars

- Bi-Weekly Fraud Alert Email List
- Funded agencies
- SMP listserv
- SMP partners
- Boosted, targeted post on Facebook
- AAAs in Illinois
- Shared by word of mouth



Going Forward

- Mather Lifeways calls in May
- Create a new webinar series based on feedback from attendees
- Promote via Fraud Alert Email List



Questions

- travis.trumitch@ageoptions.org
- Contact me for my cell phone number via email if you would rather talk on the phone to discuss ideas.



Benefits Outreach Strategies

Adapted practices during COVID-19

Jennifer DiNicola
AgeOptions, Illinois

Response to COVID-19 Outreach Planning

- Postponed community-based presentations through May
- Utilized current partnerships and internal program teams for opportunities to engage consumers during Shelter-in-Place order for IL (ex. libraries, food pantries)

Current Projects

- Conducted consumer mailing highlighting:
 - we are still here to help
 - resources to mitigate social isolation
 - benefits information
 - magnifier giveaway
- Scheduled Mather Lifeways Telephone Topics
<https://www.mather.com/neighborhood-programs/telephone-topics>

In Progress

- Distribute stickers/labels to home-delivered meal providers for placement on food boxes (select areas)
- Outreach to grocery stores during special senior citizen shopping hours: <https://irma.org/covid-19-senior-shopping/>
- Township and municipalities project-phone calls/email fact sheet on AgeOptions COVID-19 response

Thank you!

Questions?

jennifer.dinicola@ageoptions.org



SHIBA outreach during COVID-19

Judith Bendersky, Washington SHIBA

Phone counseling print ad



Help with Medicare
is just a phone call away

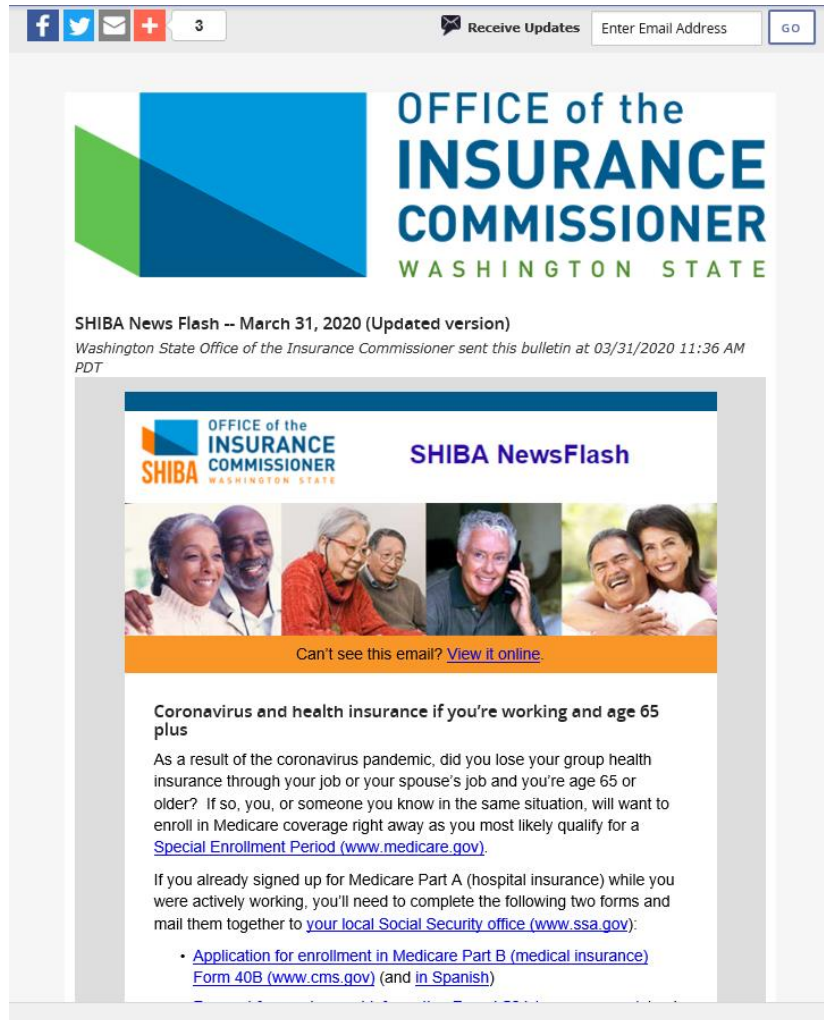
Call SHIBA for
FREE, UNBIASED help!

222-222-2222

We're your local Statewide
Health Insurance Benefits
Advisors (SHIBA) program

 OFFICE of the
INSURANCE
COMMISSIONER
WASHINGTON STATE

SHIBA News Flash (GovDelivery)



OFFICE of the
**INSURANCE
COMMISSIONER**
WASHINGTON STATE

SHIBA News Flash -- March 31, 2020 (Updated version)
Washington State Office of the Insurance Commissioner sent this bulletin at 03/31/2020 11:36 AM PDT

OFFICE of the
**INSURANCE
COMMISSIONER**
SHIBA WASHINGTON STATE

SHIBA NewsFlash

Can't see this email? [View it online.](#)

Coronavirus and health insurance if you're working and age 65 plus

As a result of the coronavirus pandemic, did you lose your group health insurance through your job or your spouse's job and you're age 65 or older? If so, you, or someone you know in the same situation, will want to enroll in Medicare coverage right away as you most likely qualify for a [Special Enrollment Period \(www.medicare.gov\)](http://www.medicare.gov).

If you already signed up for Medicare Part A (hospital insurance) while you were actively working, you'll need to complete the following two forms and mail them together to [your local Social Security office \(www.ssa.gov\)](http://www.ssa.gov):

- [Application for enrollment in Medicare Part B \(medical insurance\) Form 40B \(www.cms.gov\)](#) (and [in Spanish](#))

SHIBA/Medicare Facebook page

Medicare news & resources in Washington state

Medicare news & resources in Washington state
Public group

About
Discussion
Announcements
Members
Events
Videos
Photos
Watch Party

Search this group

Shortcuts
Washington Post
Pantsuit Republic (S... 15
Olympia Indivisible Group
Miss Arrow Pearl
Pacific Paddlers 1
Medicare news & resou...
Marblehead High Scho...
Pacific Northwest B... 20+
Historical Fiction B... 20+
Washington State In... 10

OFFICE of the
**INSURANCE
COMMISSIONER**
WASHINGTON STATE

SHIBA

Get free, unbiased
help with Medicare

<http://bit.ly/SHIBA>

Joined Notifications Share More

Write Post Photo/Video Live Video More

Write something...

Photo/Video Watch Party Tag Friends

NEW ACTIVITY

Washington State Office of the Insurance Commissioner shared a link.
Yesterday at 12:48 PM

Coronavirus and health insurance if you're working and age 65 plus
<https://content.govdelivery.com/accounts/WAOIC/bulletins/2842f82>
Sign up for our Medicare information for consumers at
<https://public.govdelivery.com/accounts/WAOIC/subscriber/new>

GROUP BY
Washington State Office of...
2,078 like this
Send Message

INVITE MEMBERS
+ Enter name or email address...

MEMBERS 37 members

SUGGESTED MEMBERS
Friends
Jim Landon Invite Member
Laurie Thomas Invite Member

Continuing education by ZOOM

All monthly continuing education transitioned to ZOOM including make-up webinars on monthly continuing education topic and new special topics.



Thank you!

On behalf of the Washington state SHIBA team:

Thank you and stay home, stay healthy!

Bonus Tip for Online Events... Check Your Settings!

- If you're holding online events, don't assume the default settings will be right for your uses.
- Review and update your settings to avoid "Zoom-bombing" (or the equivalent on whichever platform you use).
- See this FBI news release for more information:
<https://www.fbi.gov/contact-us/field-offices/boston/news/press-releases/fbi-warns-of-teleconferencing-and-online-classroom-hijacking-during-covid-19-pandemic>

For example, if using Zoom...

Use Webinars instead of Meetings for public events

- Participants cannot share
- Use computer audio to host/start meetings and webinars
- Encourage participants to connect from computer only
- Avoid dial-in; use mobile app instead

When using Meetings, change your profile settings as needed, e.g.

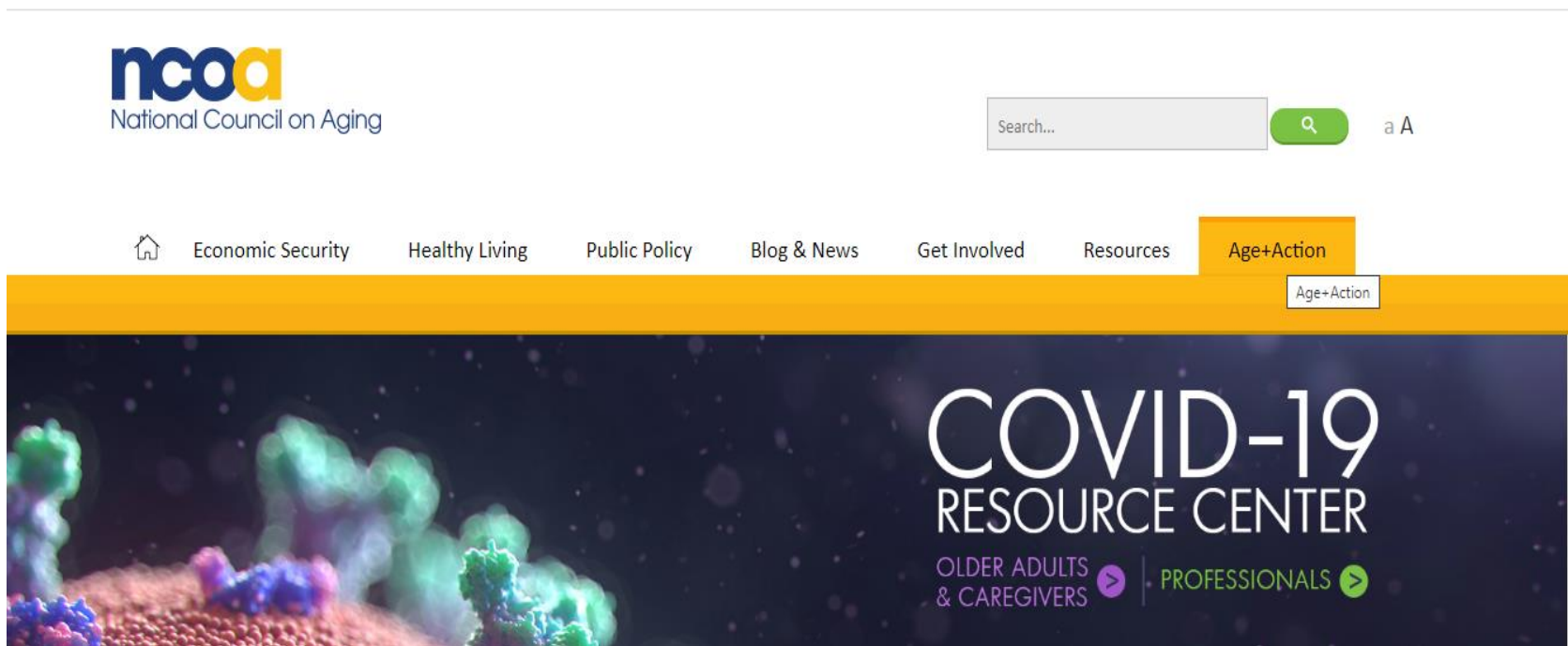
- Change screen sharing to “Host Only”
- Disable “Join Before Host”
- Enable “Co-Host” so you can assign others to help moderate
- Disable “File Transfer” so there’s no digital virus sharing
- Disable “Allow Removed Participants to Rejoin” so booted attendees can’t rejoin



COVID-19 Resources from the Centers

NCOA/MIPPA Center COVID-19 Resources (publicly available)

<https://www.ncoa.org/>: Resources for older adults & caregivers, professionals, and advocates



NCOA/MIPPA Center COVID-19 Resources (publicly available)

Webinars for professionals include:

- [Tools and Tips for Reaching a Remote Audience](#)
 - [Slides for reaching remote audience webinar](#)
 - [Tip sheet for reaching a remote audience](#)
- [Tele-Town Hall: Caring for Older Adults During the COVID-19 \(Coronavirus\) Pandemic](#)

COVID-19
Resources for
Professionals



SHIP TA Center COVID-19 Resources

Publicly available

- News item on homepage: www.shiptacenter.org

Password-protected resources for SHIPs: www.shiptacenter.org > SHIP Login

- SHIP TA-Center COVID-19 Facebook Images
- Coordinator of Volunteers 101 Webinar: How to Manage Volunteers
- **Tip:** Search for keyword “COVID-19”.



SMP Resource Center COVID-19 Resources

Publicly available

- COVID-19 Fraud page (includes a Spanish-language fraud alert):
<https://www.smpresource.org/Content/Medicare-Fraud/Fraud-Schemes/COVID-19-Fraud.aspx>

Password-protected resources for SMPs:

www.smpresource.org > SMP Login

- SMP Consumer Fraud Alert: COVID-19 Fraud Resources (includes several Spanish-language resources)
- SMP Resource Center Infographics – COVID-19
- Coordinator of Volunteers 101 Webinar: How to Manage Volunteers
- **Tip:** Search for keyword “COVID-19”.

Additional Public Resources from the Centers

- Center for Benefits Access/MIPPA resource center
<https://www.ncoa.org/centerforbenefits/>
 - Outreach toolkit Guides to Facebook advertising, earned media, telephone town halls, radio PSA
 - Promising practice clearing house
 - Resource library
- SMP Resource Center website: www.smpresource.org
 - Medicare fraud, news, what SMPs do, how you can help, and more
- SHIP TA Center website: www.shiptacenter.org
 - Home page (News, Blog); Medicare, Success Stories, and Volunteer menus

Additional Public Resources from the Centers, *cont'd*

Center Facebook pages:

- NCOA Facebook page:
<https://www.facebook.com/NCOAging/>
- SHIP TAC Facebook page:
<https://www.facebook.com/SHIPTACenter/>
- SMP Resource Center Facebook page:
<https://www.facebook.com/SMPNationalResourceCenter/>

Additional Password-Protected Resources from the Centers (for SHIPs and SMPs)

Log in to the SMP or SHIP Resource Libraries to search for...

- Webinar Production 101 & 201 webinars for training and resources to help you develop and host your own webinars
- Getting Smart with Your Facebook Page webinar for training on how to get started using Facebook
 - **Tip:** Search using the keyword “Facebook” to find this and many other Facebook resources.
- Infographics for social media use (e.g., Facebook)
- Privacy and Confidentiality Online Course
 - SHIPs: green button titled “Training and Certification (OCCT)”
 - SMPs: TRAX tab > Available Training > Online Course **OR** CMS Unique ID Training Curriculum

Upcoming SMP/SHIP/MIPPA Event


Living with COVID-19 Webinar: A Guide for Volunteer Programs

- Monday, April 13, 2020, 2:30 – 4:00 p.m. Eastern Time
- This webinar will take SMPs, SHIPs, and MIPPAs through some preliminary discussion of the likely impact of COVID-19 on volunteers and volunteer programs and highlight some of the major issues around which these programs need to begin planning.

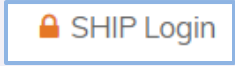
Webinar Resources in the Libraries

10

SMPs

- Step 1: Login at www.smpresource.org (click the blue SMP Login padlock). 
- Step 2: Search for keyword “COVID-19”.

SHIPs

- Step 1: Login at www.shiptacenter.org (click the orange SHIP Login padlock). 
- Step 2: Go to the Resource Library.
- Step 3: Search for keyword “COVID-19”.

MIPPAs: Resources will be emailed to the MIPPA listserv.



**Q&A Session/
Sharing of COVID-19
Outreach Strategies
and Practices**

Questions and Sharing

Thank you for participating in today's webinar!
This presentation is now available for download.



If you have questions or want to share strategies for doing outreach during COVID-19, please raise your hand or use your pointer arrow (on the next slide).

If you have questions later...
SMPs, email: info@smpresource.org
SHIPs, email: info@shiptacenter.org
MIPPAs, email: centerforbenefits@ncoa.org

This webinar was supported, in part, by grant numbers 90SATC0001 and 90MPRC0001, from the U.S. Administration for Community Living, Department of Health and Human Services, Washington, D.C. 20201.

Questions and Sharing: Outreach Strategies During COVID-19

SAME TOPIC

I have a comment/question about the item we are talking about now:

NEW TOPIC

I have a comment/question about a different item:

I am done talking...for now!

To share a comment or question

- 1) Click the annotation icon on the left to open your tools.
- 2) Click the pointer arrow, then click in the box above.
- 3) Clear your pointer arrow when done.

Tip: If your arrow doesn't work, click the "raise hand" button.

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